

**SAN PEDRO HISTORIC WATERFRONT
BUSINESS IMPROVEMENT DISTRICT (PBID)**

**390 West 7th Street
San Pedro, CA 90731**



June 1, 2017

Ms. Miranda Paster
Management Services Division
Office of the City Clerk
City of Los Angeles
200 N. Spring Street
Room #395
Los Angeles, CA 90012

**Re: San Pedro Historic Waterfront District
4th Quarter Report –
January – March 2017**

Dear Ms. Paster:

As required by the contract with the City of Los Angeles for management of the **San Pedro Historic Waterfront District BID**, submitted herewith is the 1st Quarter Report for 2017 that summarizes the organization's activities for that period. BID activities pursuant to contract #C-121683 were initiated during this Quarter following the City's adoption of City Council File Number 12-1041.

**1st Quarter Activities
Administrative**

During the 1st quarter, the SPPOA had two board meetings on February 1 and March 1, 2017. There was no meeting in January because of the New Year's Day holiday.

Visitor & Ambassador Services

Public Safety Ambassadors continue to patrol the District on foot, bicycle and motorized scooter daily from 10:00AM until midnight (Sun-Thurs) and until 2:00AM (Fri-Sat).

We continue to operate the tourism kiosk at the Battleship IOWA Museum and provide them with collateral materials. This quarter, we continued our distribution of our visitor's map. The Fall/Winter visitor map includes the a list of all the businesses in the district and provides a trolley map.

This quarter, we redesigned, updated and printed our 2017 Cash Cards. In 2017, 37 businesses are featured on the cash card. The "cash cards" are distributed at events to encourage participants to redeem them at District restaurants, shops and tourist attractions.

During this quarter, we operated our two trolleys that the SPPOA owns on the weekends between 12:00pm – 6:00pm. The winter route has a shorter route.

Sanitation & Beautification

Streets and sidewalks are swept seven days per week. During this work all street trash receptacles are emptied and trees wells freed of litter and pet waste. This service is provided for a fee by a local non-profit sober living house.

During this quarter, the Beacon House team that empties the trash cans began using the two trash dumpsters we rented through Edco. During this time, we have increased the frequency to match the demand.

Alley cleaning and bulky item removal is conducted Monday – Friday. This non-profit, Clean San Pedro also provides landscape services and graffiti removal. During this quarter, Clean San Pedro worked an average of 210 hours per month.

Marketing, Promotions & Special Events

This quarter, we continued our social media marketing campaign on Facebook and Instagram. Significant improvements were made in scheduling posts in advance.

During this quarter, we established a relationship with Princess Cruise Lines. During this cruise season, we ran special trolleys through the cruise terminal on Saturday mornings. Over time, the ridership increased. We also set up a dedicated day for the next quarter where we anticipate up to 2,000 visitors to stay in San Pedro for the day.

PBID continues to promote and fund live entertainment every 1st and 3rd Thursday of the month.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "Lorena Parker".

Lorena Parker
Executive Director

cc: Rick Scott, Office of the City Clerk

San Pedro Property Owners' Alliance

PROFIT AND LOSS

January - March, 2017

	TOTAL
INCOME	
Grants	100,500.00
INCOME	
Assesment Income	277,680.16
Interest - Other	21.05
Rental Income	750.00
Service/Fee Income	416.00
Total INCOME	278,867.21
INTEREST INCOME	2.97
Malaga Op	11.81
Total INTEREST INCOME	14.78
PBID-Property Assessments	
Discounts given	-2,009.47
Total PBID-Property Assessments	-2,009.47
Trolley Charters	200.00
Total Income	\$377,572.52
GROSS PROFIT	\$377,572.52
EXPENSES	
A. Visitor, Ambassador & Security Services	
Security Operations	5,758.88
Communication	2,486.83
Total Security Operations	8,245.71
Tourism Operations	
Operating Supplies	400.00
Salaries Ambassadors	12,500.75
Salary Marketing Manager	7,689.00
Taxes & Benefits for Tourism Labor	1,406.10
Total Tourism Operations	21,995.85
Tourism Promotions	-2.00
Trolley Operations	
Fuel	3,120.69
Labor	16,643.75
Total Trolley Operations	19,764.44
Total A. Visitor, Ambassador & Security Services	50,004.00
B. Maintenance, Sanitation, Beautification & Capital Improvements	
Beacon House Assoc. of San Pedro	8,925.72
Maintenance Supplies	274.14
Mural Program	7,940.00
Sanitation Services	20,934.64
Trash Receptacles/Roll Off Bin	1,421.51
Total Sanitation Services	22,356.15

	TOTAL
NET OPERATING INCOME	\$225,698.39
OTHER INCOME	
Other Income	
Dia Sponsorships	3,500.00
Total Other Income	3,500.00
Total Other Income	\$3,500.00
NET OTHER INCOME	\$3,500.00
NET INCOME	\$229,198.39